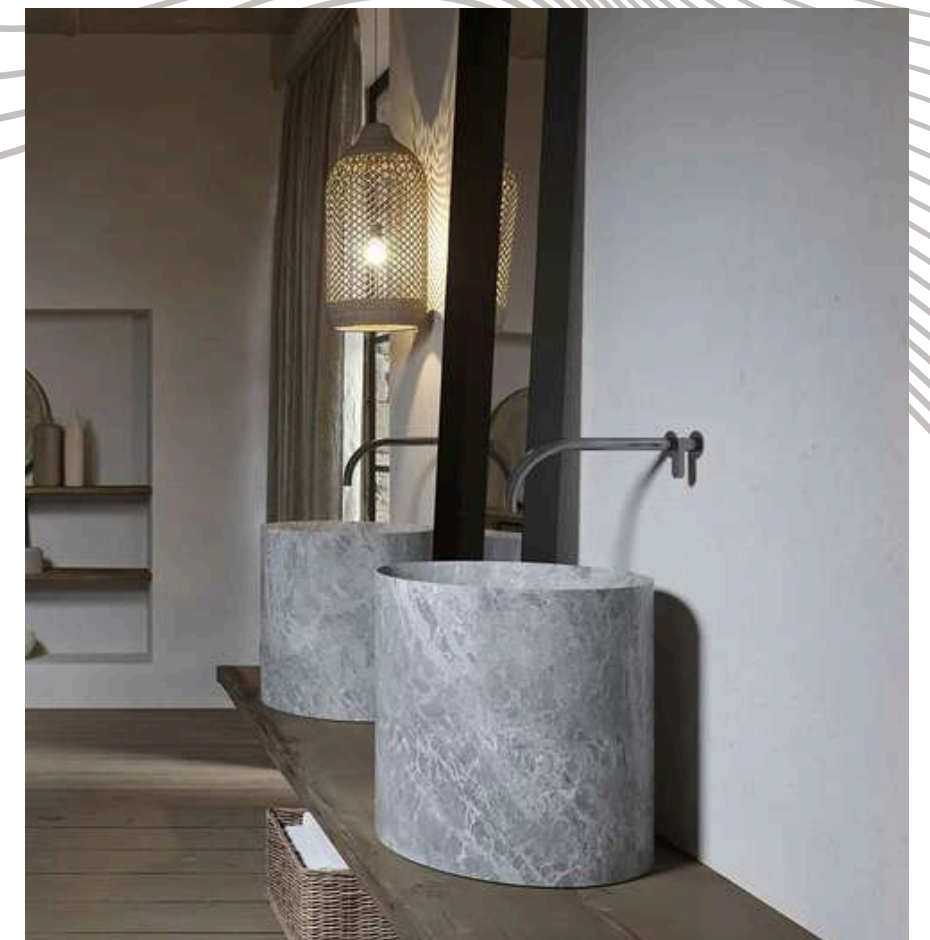
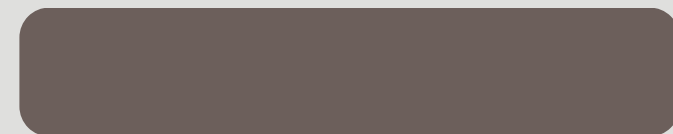


**Complete E-commerce Solution**

# **SHOPIFY INTEGRATION WITH ZOHO**

**For Hardware Company**



# CLIENT PROFILE

## Overview of the company

Our client offers the finest products of bathroom, kitchen, baths, basin by leveraging the expertise of internationally renowned design icons.

The company is located worldwide in countries like the Netherlands, Belgium, the United Kingdom, and Greece, and is known for its high-quality bathroom, Kitchen, taps and Baths, Basin and Vanity products. They offer timeless design and premium materials. They focus on creating products that blend style with functionality, elevating bathroom aesthetics while ensuring durability and comfort. Also, their concrete is natural, lightweight, and 100% recyclable. Their products include real sustainable materials and have the right people that shape these pieces into art.







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## CURRENT LANDSCAPE

As the client business grows organically, the client was not using any tool other than Microsoft Excel to manage lead distribution among team members and track the status of the same.

# CHALLENGES FACED BY OUR CLIENT



## STOCK MANAGEMENT

The Client faced difficulties in accurately tracking inventory levels. Their manual stock management can lead to discrepancies that cause issues in their business like stockouts which negatively impact customer satisfaction and sales.



## ORDER MANAGEMENT

Managing sales orders can lead to errors. Orders placed on the client's previous Shopify were not efficiently synchronized with the inventory management system, leading to delays in fulfilment and increased processing times. This inefficiency created a negative experience for customers awaiting their purchases.





## CUSTOMER DATA HANDLING

The Client faced difficulties in accurately tracking inventory levels. Their manual stock management can lead to discrepancies that cause issues in their business like stockouts which negatively impact customer satisfaction and sales.



## AUTOMATION

The absence of automation in critical business processes led to inefficiencies and increased operational costs. Their Manual entry and updates across multiple systems consumed valuable time and resources, leaving staff with less time to focus on strategic initiatives and customer engagement.

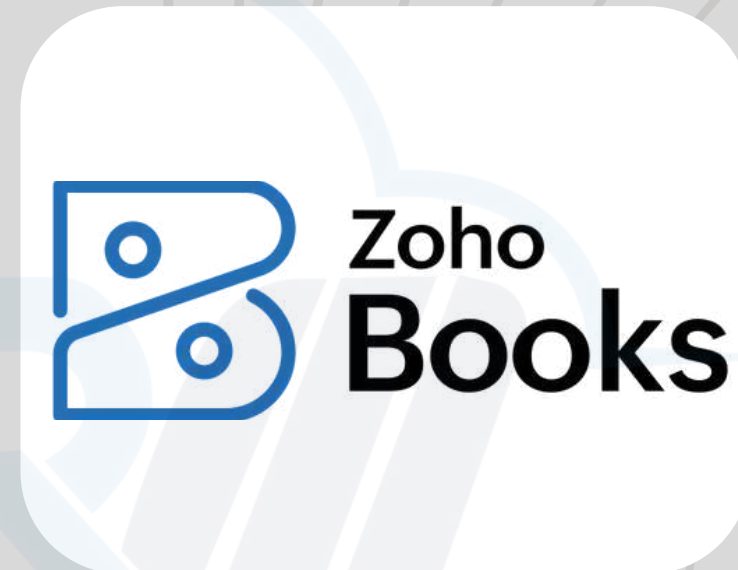


# PROJECT SCOPE

Our client runs a hardware business. They already have a Shopify website, but they face challenges in managing their operations as the previous site needs to be more responsive and integrated with the Zoho application. They need help with stock management, tracking finances, and several other areas affecting their business growth.

To solve this issue, Our team created a new Shopify website for them and integrated it with Zoho Inventory, Zoho Books, and Zoho CRM. This integration helps them to boost their operations and increase their business growth.

# Software Tools Proposed



**Industry we served**

**E-Commerce**

**Region**





# Our Solution

The website was configured to support multi-area availability allowing customers from different regions to access localized content and pricing. This feature facilitated better marketing and customer reach.

We made the Shopify website that was configured to support multiple currencies allowing customers to shop in their preferred currency. This feature enhanced the shopping experience for international customers and increased the likelihood of conversions.

## 1 Shopify Website Development

We built a fully responsive Shopify website, ensuring optimal performance and usability across all devices, including desktops and all types of mobile devices. This design created a diverse customer base, enhancing user experience and engagement.



2

# ZOHO INVENTORY INTEGRATION



- ✓ Sales orders placed on the Shopify website were seamlessly transferred to Zoho Inventory. This integration eliminated manual entry errors, reduced processing time, and improved order accuracy, allowing for faster fulfilment.
- ✓ We integrated **Zoho Inventory** with **Shopify** to enable real-time stock syncing. This ensured that inventory levels were automatically updated on both platforms whenever a sale was made, minimizing the risk of stockouts and over-selling.
- ✓ Automated **product syncing** from **Shopify to Zoho Inventory** streamlined product management. Changes made to product details in Shopify (such as descriptions, pricing, or images) were instantly reflected in the Zoho Inventory, ensuring consistency across platforms.
- ✓ Customer information from Shopify was automatically synced to Zoho Inventory, enabling the client to maintain a centralized database of customer profiles. This facilitated better communication and personalized marketing efforts.





3

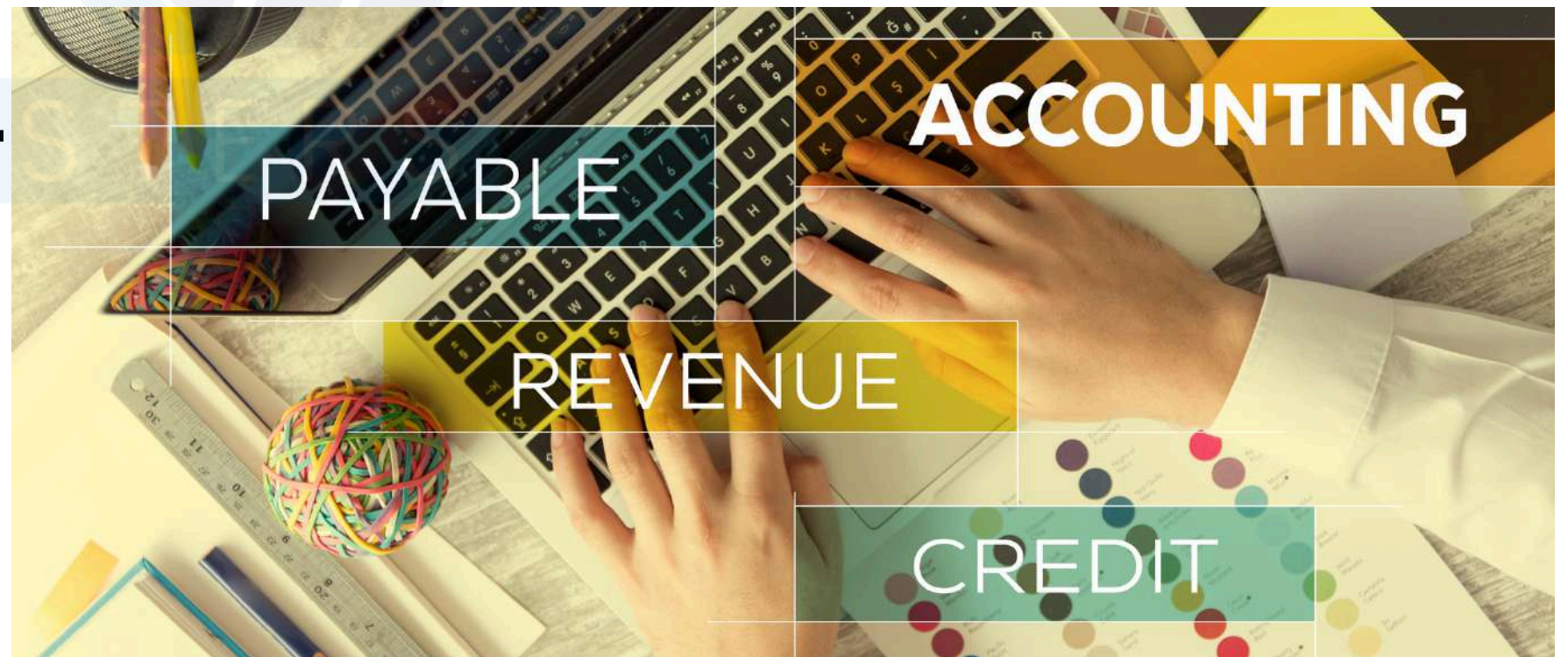
## LEAD GENERATION THROUGH WEB FORMS

We implemented customizable web forms on the Shopify website to capture leads effectively. These forms collected essential customer information, such as names, email addresses, and preferences, and directly integrated with Zoho CRM.

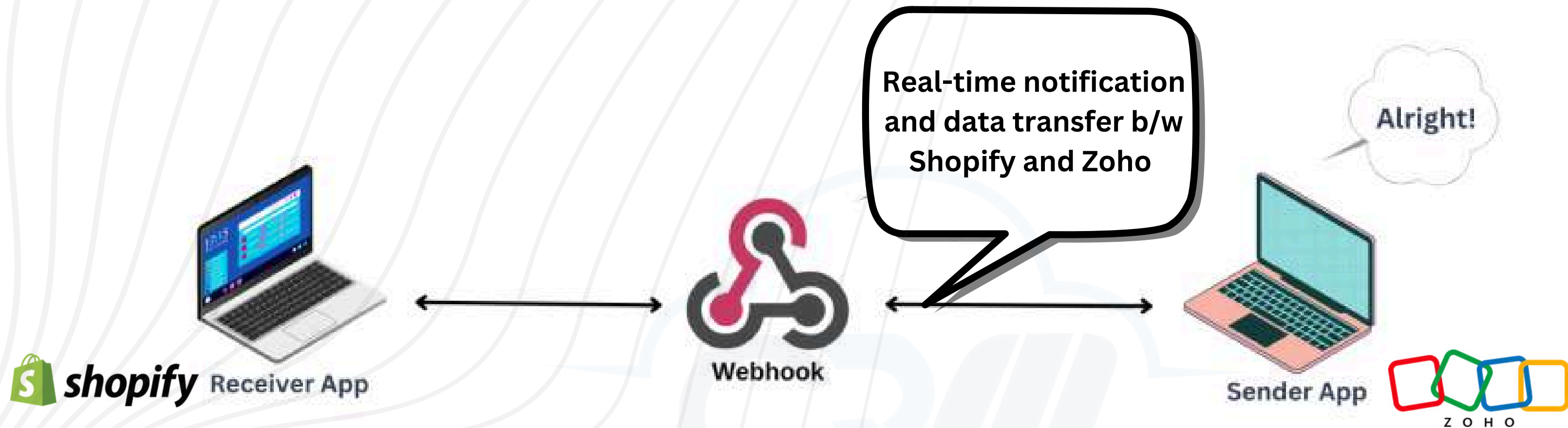
4

## ACCOUNTING MANAGEMENT WITH ZOHO BOOKS

We have integrated Zoho Books to solve the issues related to accounting. This integration allowed for automated transaction tracking, invoicing and financial reporting.



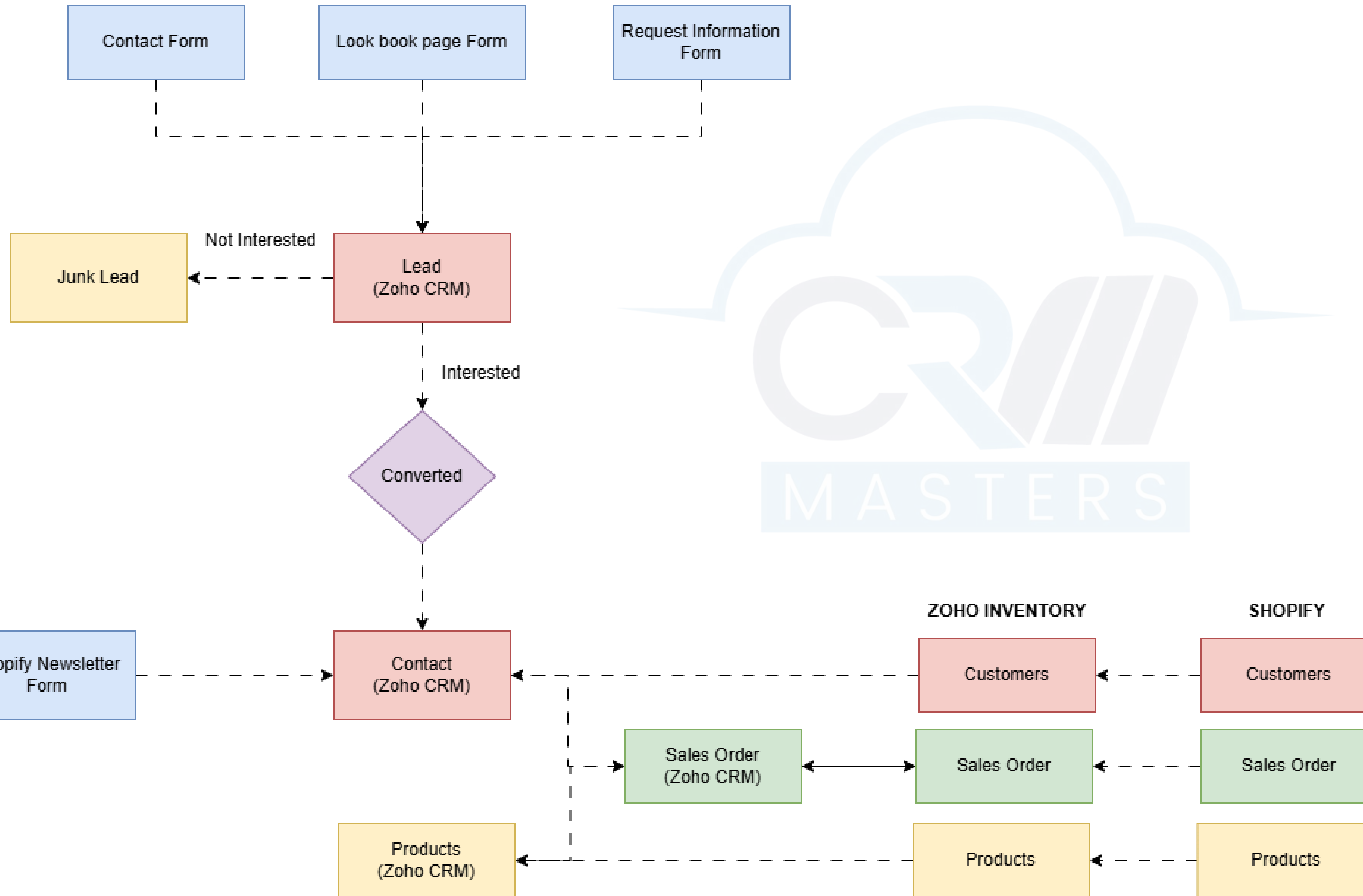




## 5 WEBHOOK FUNCTIONALITY

We implemented webhook functionality to enable real-time notifications and data transfers between Shopify and Zoho. This ensured that all systems remained up-to-date enhancing operational efficiency and responsiveness.

# FLOW DIAGRAM



**CRM MASTERS**

**ZOHO**

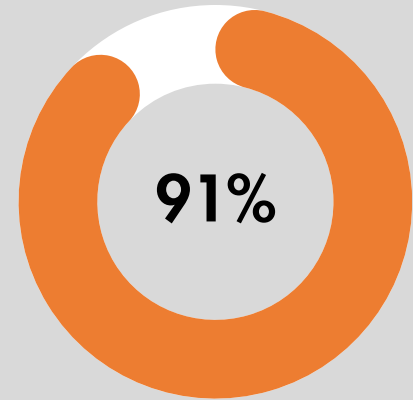
Premium Partner

**shopify partner**

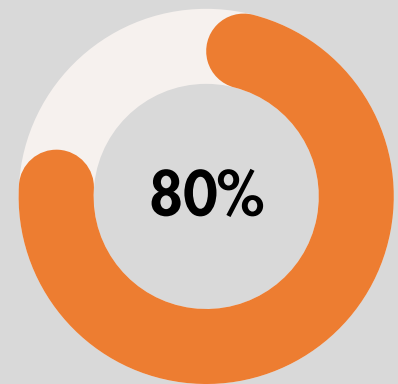


# RESULTS

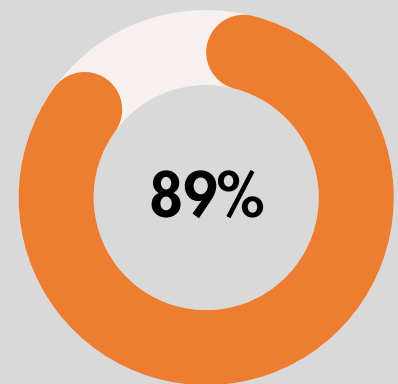
These key performance indicators help evaluate the company's performance across various areas, guiding decision-making and driving continuous improvement efforts.



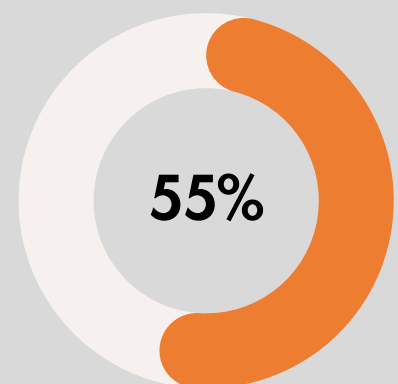
**Increase in Lead Generation**



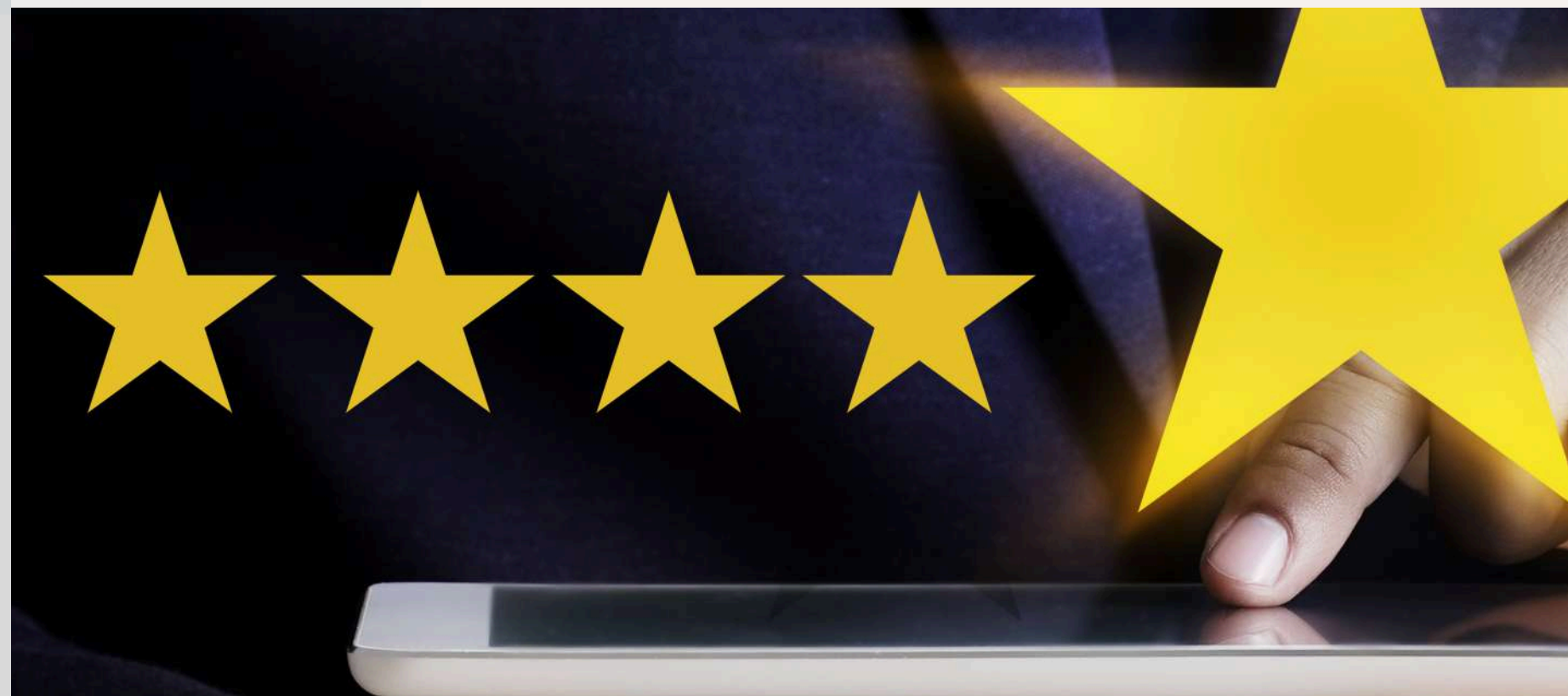
**Increase in Conversion Rates**



**Reduced Manual Data Entry**



**Increase in Stock Control**



# Our Portfolio.

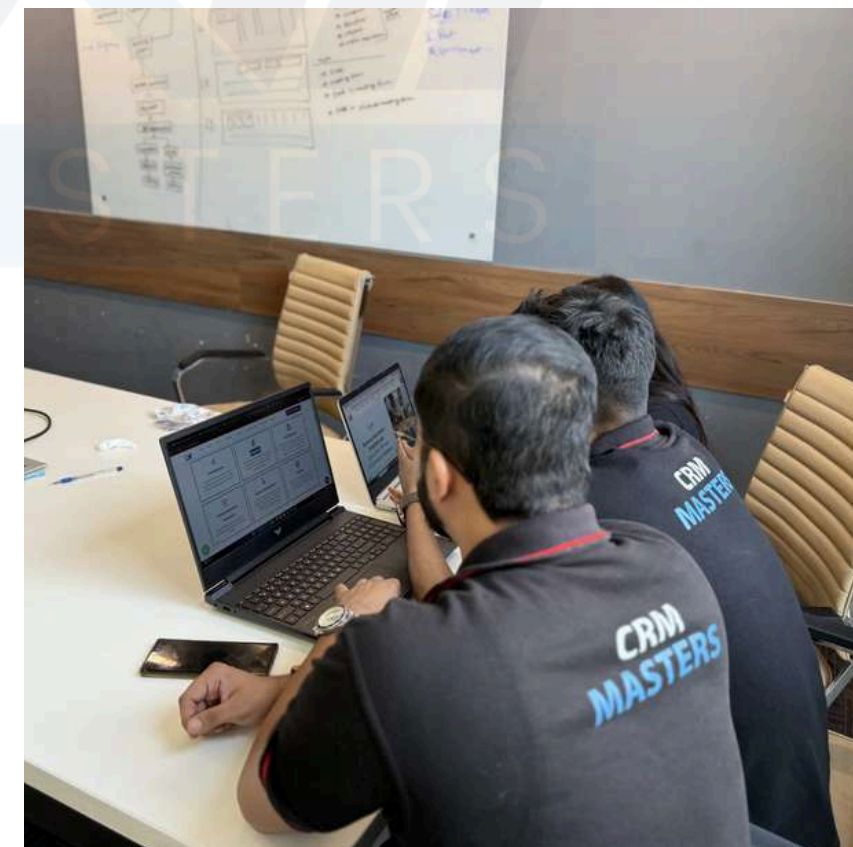
*shopify*  
partner



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Our commitment to innovation and excellence drives us to deliver tailored solutions that meet the unique needs of our clients, helping them achieve their business objectives effectively.

By partnering with CRM Masters Infotech, businesses can unlock the full potential of technology and embark on a journey of growth and success.





# THANK YOU!

MASTERS

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